



Parkcrest Swim & Tennis Club

2026 ALL-CITY SWIM MEET SPONSORSHIP OPPORTUNITIES

Thursday, July 30 - Saturday, August 1

All-City Fast Facts

Over 2000 Athletes
More than 8000 Spectators
~17,000 Livestream Views



Hosted by

PARKCREST SWIM & TENNIS CLUB

1 N. Yellowstone Dr.
Madison, WI 53705

parkcrestallcity@gmail.com

EST. 1962
MADISON ALL-CITY



SPONSORSHIP PACKAGES & BENEFITS

For more than 60 years, the All-City Swim Meet has brought the greater Madison community together. What began with ~50 athletes has grown into one of the nation’s largest amateur swim meets, drawing more than 2,000 swimmers, 8,000 spectators, and 17,000 livestream views in 2025.

This tradition thrives thanks to the support of businesses and partners like you. As a sponsor, you help create a memorable experience for all attendees, while also gaining valuable visibility for your business across the Madison area.

We offer several partnership levels designed to showcase your business. Join Parkcrest Swim and Tennis Club in making the 2026 All-City Swim Meet a success!

Sponsor Benefits	Premier \$15,000 3 Years**	Diamond \$10,000 Annual	Platinum \$7,500 Annual	Gold \$5,000 Annual	Silver \$2,500 Annual	Bronze \$1000 Annual
Year-round recognition in the All-City League						
Logo featured on side of scoreboard						
Logo featured on awards photo backdrop						
Logo tiered on bag tags						
Premium Seating, restroom access, light refreshments	4 Passes/Day	3 Passes/Day				
VIP Parking passes	3 Passes/Day	2 Passes/Day	1 Pass/Day			
30-60 sec video on livestream swim breaks, video provided by sponsor						
Company banner featured prominently	4 ft x 6 ft	4 ft x 6 ft	4 ft x 6 ft	2 ft x 3 ft		
Promotion on 2026 All-City Swim social media	Dedicated Post	Dedicated Post	Dedicated Post	Shared Post with Gold Sponsors		
Logo featured on All-City app						
Recognition for swim events	4 Events	3 Events	2 Events	1 Event		
Logo displayed on livestream						
Logo tiered on volunteer t-shirts						
Vendor table to hand out swag and materials						
Company logo and link on 2026 All-City website						
Recognition in meet announcements	6/Day	5/Day	4/Day	3/Day	2/Day	1/Day

**Premier sponsors contract through the All-City League. If interested, please let us know.



SPONSORSHIP COMMITMENT

2026 ALL-CITY SWIM MEET JULY 30 - AUGUST 1

STEP 1: YES! OUR COMPANY WISHES TO SPONSOR

Thank you for your generous support of the 2026 All-City Swim Meet! To become a sponsor, please do one of the following:

1. Complete and mail this form, along with your check in full.
2. Register and pay online at: <https://parkcrestpool.com/ACsponsor>

STEP 2: SELECT YOUR SPONSORSHIP LEVEL

- Premier (\$15,000/Year for 3 Years)
- Diamond (\$10,000)
- Platinum (\$7,500)
- Gold (\$5,000)
- Silver (\$2,500)
- Bronze (\$1,000)

Questions?
Please contact our sponsorship chair:

Liz Brown
parkcrestallcity@gmail.com

STEP 3: PROVIDE CONTACT INFORMATION

Sponsor / Organization: _____

How would you like your organization's name listed: _____

(If your organization wishes to remain anonymous, please indicate above.)

Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____ Direct Phone Number: _____

Contact Email Address: _____

STEP 4: MAIL THE COMMITMENT FORM

Mail the commitment form and check (made payable to Parkcrest Swim and Tennis Club) to:

Attn: Jake Dykstra
Parkcrest Swim and Tennis Club
1 N. Yellowstone Dr.
Madison, WI 53705



If your organization would prefer to make a charitable contribution, please contact Friends of Parkcrest, a 501(c)(3), at friendsofparkcrest@gmail.com





SPONSORSHIP CHECKLIST

THANK YOU FOR SPONSORING THE 2026 ALL-CITY SWIM MEET

Hosted by Parkcrest Swim & Tennis Club

To provide your business with as much exposure as possible, please provide the following materials as soon as possible. Email all files and information to parkcrestallcity@gmail.com.

LOGO:

Please provide your logo in both formats:

- Vector File - EPS (.eps) or Adobe Illustrator (.ai)
- JPEG file with a 500 PX width minimum, appropriate aspect ratio, and a 300 DPI minimum resolution

COMPANY DESCRIPTION:

Please provide a description of your business as you would like it to be promoted to All-City families, spectators, and fans. This description may be used on social media or during meet day announcements. Please include both lengths.

- 50 Word Description
- 25 Word Description

COMPANY ONLINE PRESENCE:

Please provide links to the following:

- Company Website URL
- Social Handles (Instagram, Facebook)

Questions?

Please contact our sponsorship chair:

Liz Brown
parkcrestallcity@gmail.com

**Please email all files to:
parkcrestallcity@gmail.com**

We look forward to seeing you poolside in 2026!

